

Means of forming the design of the architectural and landscape environment for educational excursions (on example of the "Green Apple Paradise" in the town of Yangzhai, Yancheng)

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Relevance

Rural educational tourism is shifting from seasonal sightseeing towards structured learning and practical participation. However, many agricultural attractions still depend on picking activities and decorative rural imagery, with limited educational content and weak connections between indoor and outdoor spaces.

Green Apple Paradise is rooted in the agricultural environment of the former Yellow River course and the apple-growing industry of Yangzhai Town. This project transforms local soil, fruit cultivation and production knowledge into a year-round learning environment through place-based design, experiential learning and integrated architectural–landscape renovation.

KEY ISSUES

- Dependence on seasonal tourism
- Limited educational experience
- Weak expression of local resources
- Disconnected indoor and outdoor spaces



Object / Subject / Aim

Object : Rural architectural and landscape environments for agricultural educational excursions.

Subject : Design approaches for transforming local agricultural resources and place-based knowledge into educational spaces.

Aim : To identify design methods for rural educational-excursion environments and apply them to the spatial renovation of Green Apple Paradise.



Research Tasks

- Define educational excursions and distinguish them from general agritourism.
- Review design methods for rural agricultural learning environments.
- Analyse the influence of local ecology, industry and culture on spatial design.
- Develop an integrated interior, architectural and landscape proposal for Green Apple Paradise.
- Evaluate the feasibility and transferability of the proposed design methods.



Research Methods

Year	Author	Thesis	Introduction
2022	Yuan Zhenjie, Xie Yulin & He Zhaocong	Subject, Knowledge, and Place: An Exploratory Theoretical Framework of Study Tour	Proposes a framework connecting learners, knowledge and place, emphasizing that study travel is a structured educational process rather than ordinary tourism.
2025	Zheng Gangqiang, Liu Lanyu & Sun Jiawei	Agriculture Service Design Strategy from Locality Perspective	Identifies local resources, agricultural production, user needs, complete activity processes and innovative experiences as key elements of place-based agricultural services.
2025	Fang Ying, He Xiyi, Su Xiaona, Xu Qiuxuan, Qiu Xiaoping, Yang Xueting & Wu Guishu	Place Attachment's Mediating Role in Rural Residents' Perceived Value of Tourism and Pro-Environmental Behavior of Rural Tourism Destinations in Western Sichuan Plateau Under Climate Change	Explores how climate change perception and tourism perceived- value shape rural residents' pro- environmental behavior, and verifies the mediating effect of place attachment in high- altitude rural tourism destinations.
2022	Wang Ge, Huang Liman, Xu Changliang, He Kai, Shen Kang & Liang Peiyu	Analysis of the Mediating Role of Place Attachment in the Link between Tourists' Authentic Experiences of, Involvement in, and Loyalty to Rural Tourism	Reveals the formation mechanism of tourist loyalty, confirming that place attachment plays a mediating role among tourists' authentic experience, involvement and loyalty in rural tourism.

Case Study

“Liuba Bee Museum”



A tiny rural building integrating beekeeping exhibits, interactions and ecological agricultural education.

“Taishang Strawberry Park, Xuzhou”



Fruit-based agritourism integrating strawberry picking, cultivation learning and seasonal agricultural education.

“FarmED Agricultural Education Centre, UK”



Year-round farm centre linking indoor classrooms with outdoor fields for sustainable farming practical courses.

“Haver til Maver, Denmark”



Kids' agricultural project letting children learn food production via planting, cooking and hands-on sensory activities.

Design Principles

1

**Principle of
Environmental
Adaptation**

2

**Principle of
Long-term
Operation**

3

**Principle of
Functional
Organisation**

4

**Principle of
Experiential
Learning**

5

**Principle of
Long-term
Operation**

Study Area

- **Chronological Boundaries**

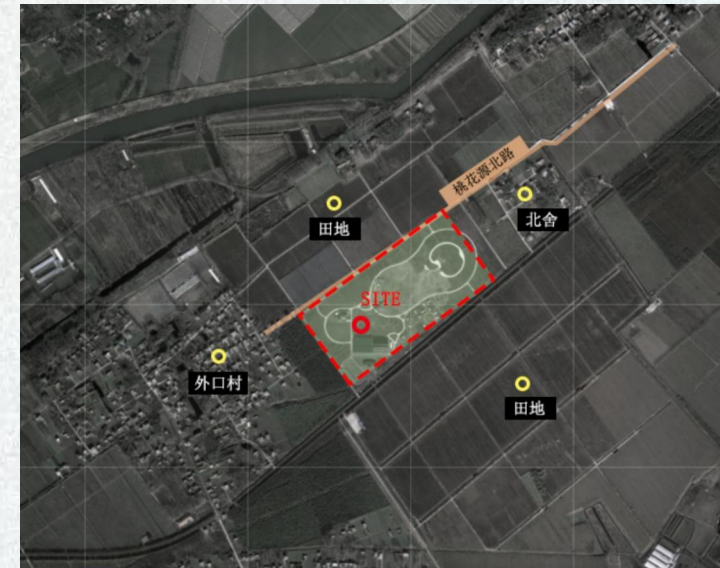
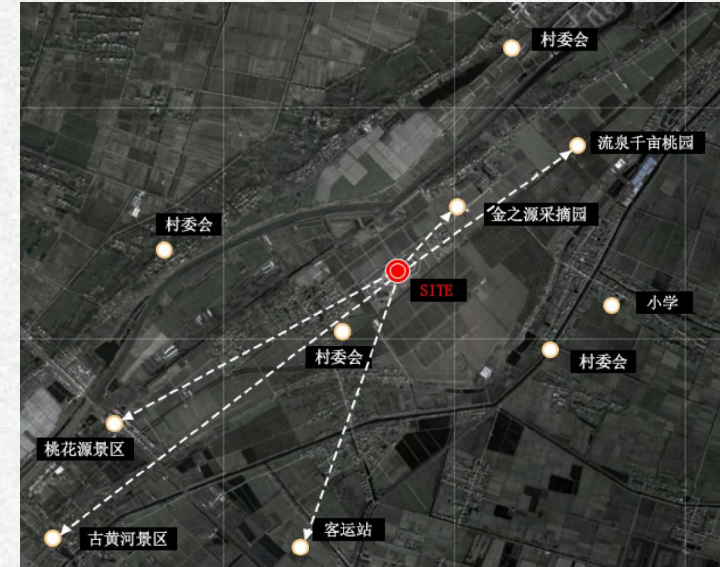
This research focuses on the contemporary period, especially from 2024 to the present, when rural revitalization, cultural tourism, and educational tourism have developed rapidly in China.

- **Geographical Boundaries**

The study is centered on Green Apple Paradise in Yangzhai Town, Funing County, Yancheng, Jiangsu Province, China. Selected Chinese and international cases are used for comparison.

- **Why This Site Matters**

Green Apple Paradise has strong agricultural resources and ecological potential, but its current space still lacks coherent local cultural expression and systematic educational design.



Pre-refurbishment analysis

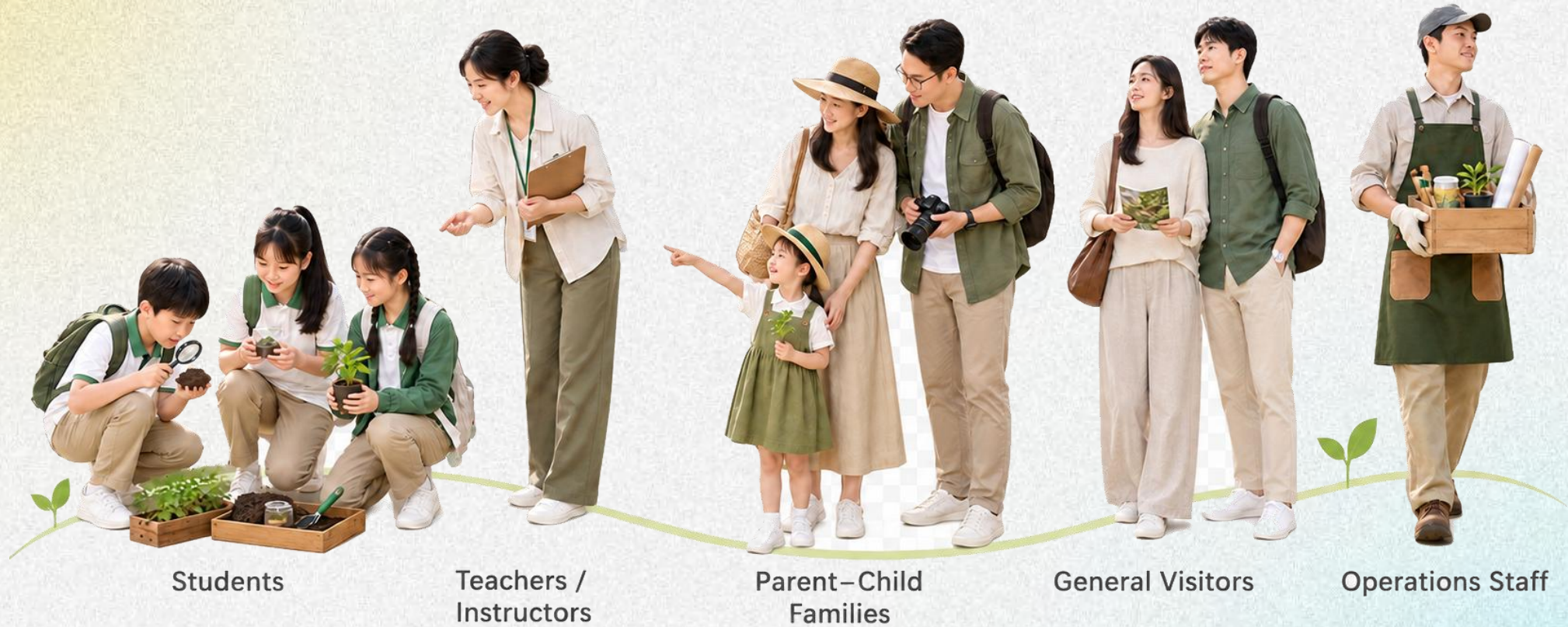
- **Current shortcomings**
- Lack of 'green apple' elements
- Insufficient dissemination of agricultural knowledge
- Limited variety in educational experience formats
- Relatively monotonous functional zoning
- Lack of integration with local culture



- **Favourable conditions**
- The environment is clean and tidy, the land is rich in resources, and the surrounding roads and open spaces still offer potential for development.



Audience Analysis



The project serves five user groups, with students and instructors as the primary educational users. Parent-child families and general visitors follow flexible experience routes, while operations staff support teaching, processing, maintenance, and daily management.

Design Philosophy

The design translates local environmental conditions and apple-growing knowledge into an experiential learning environment. Through building renovation, agricultural observation, hands-on activities, and indoor–outdoor connections, visitors can understand the relationship between land, plant growth, and agricultural production.



Yancheng Culture



Building Renovation and Refurbishment

Design Philosophy

Supporting and Promoting
Agriculture, Fostering
Community Cohesion

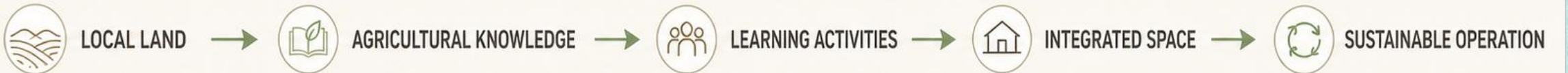
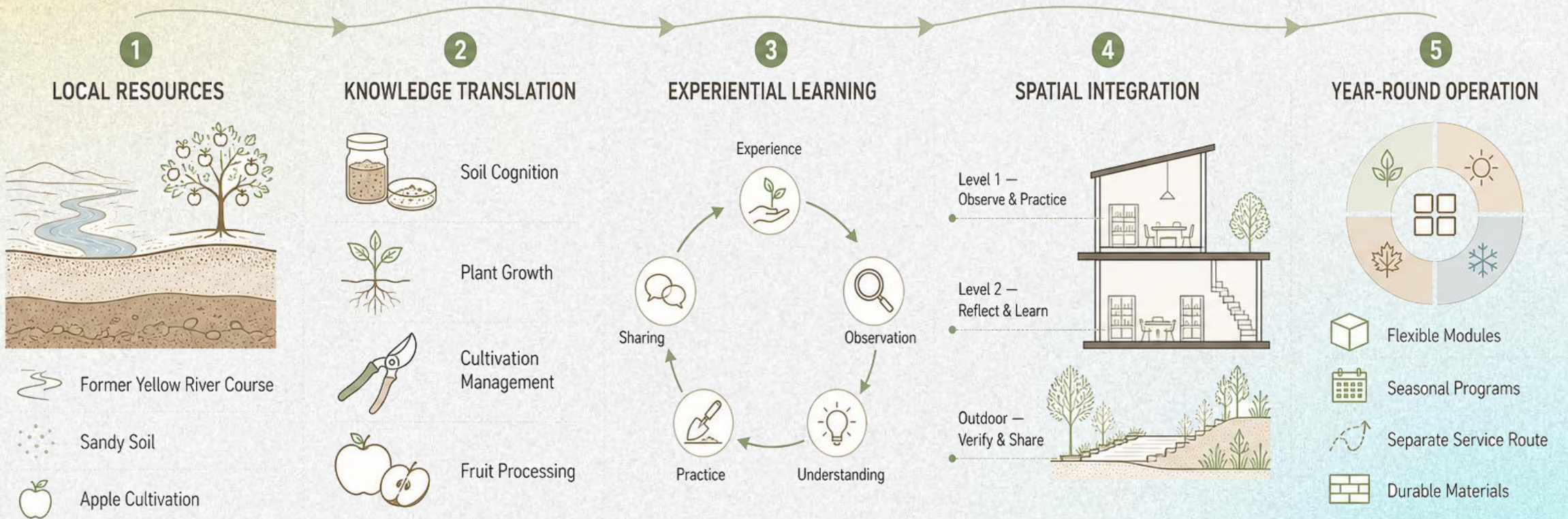


Get stuck in with some DIY



Agricultural Craft Check-in Points

Design Strategy



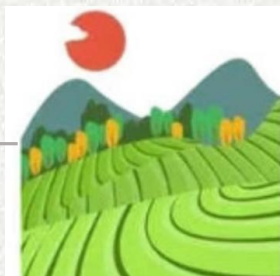
Analysis of Local Elements

Thinking on
Place-Based
Elements

Elements



Green apple



Farmland

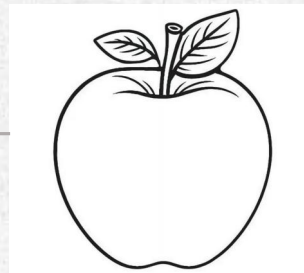


Houses



Peach Blossoms

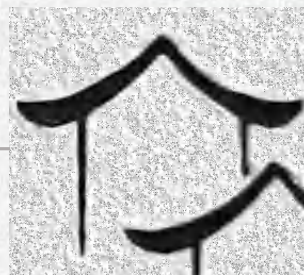
Extract



Ornaments



Design and
Structure



Design and
Structure



Ornaments

Expression

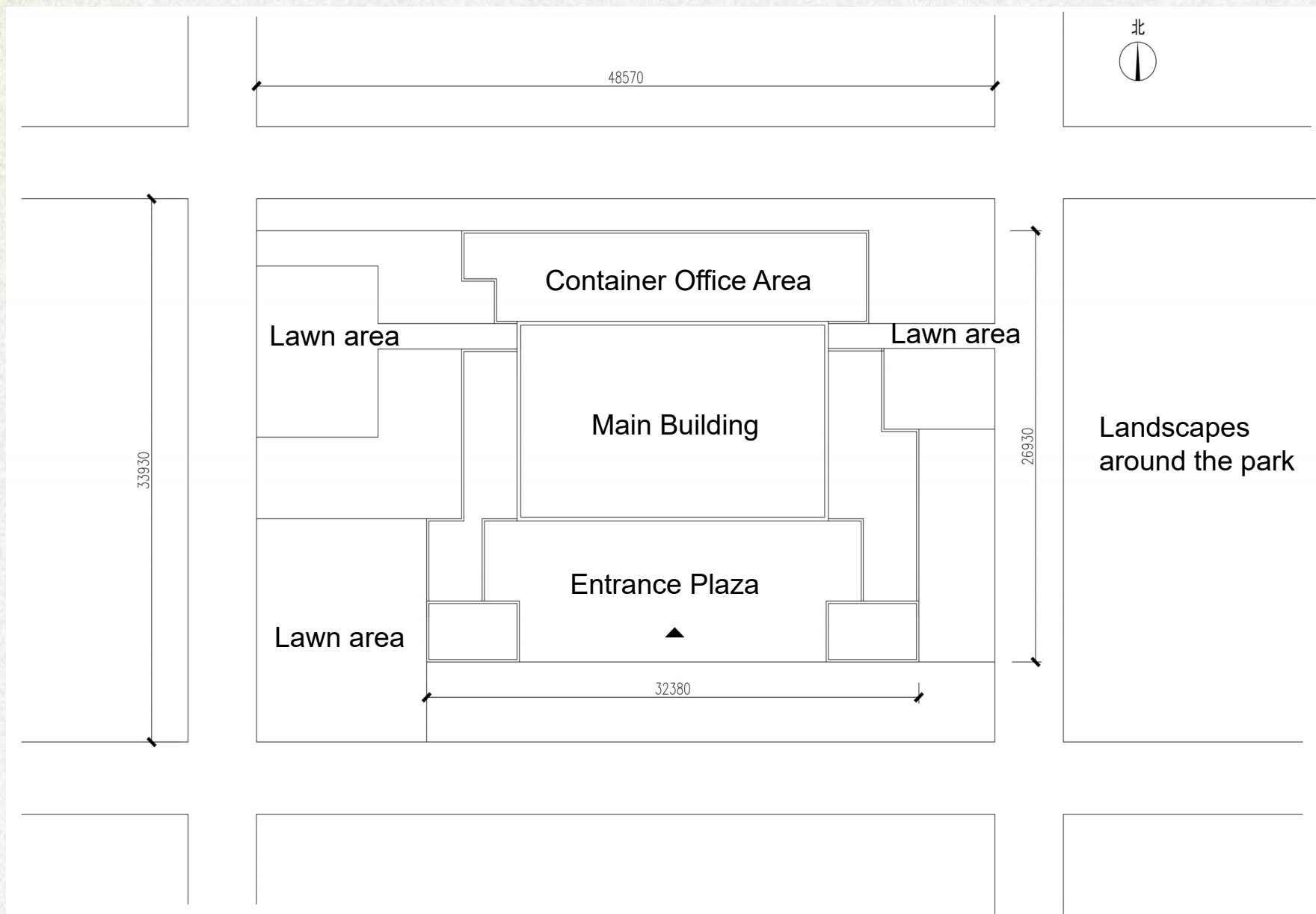


Design Intent



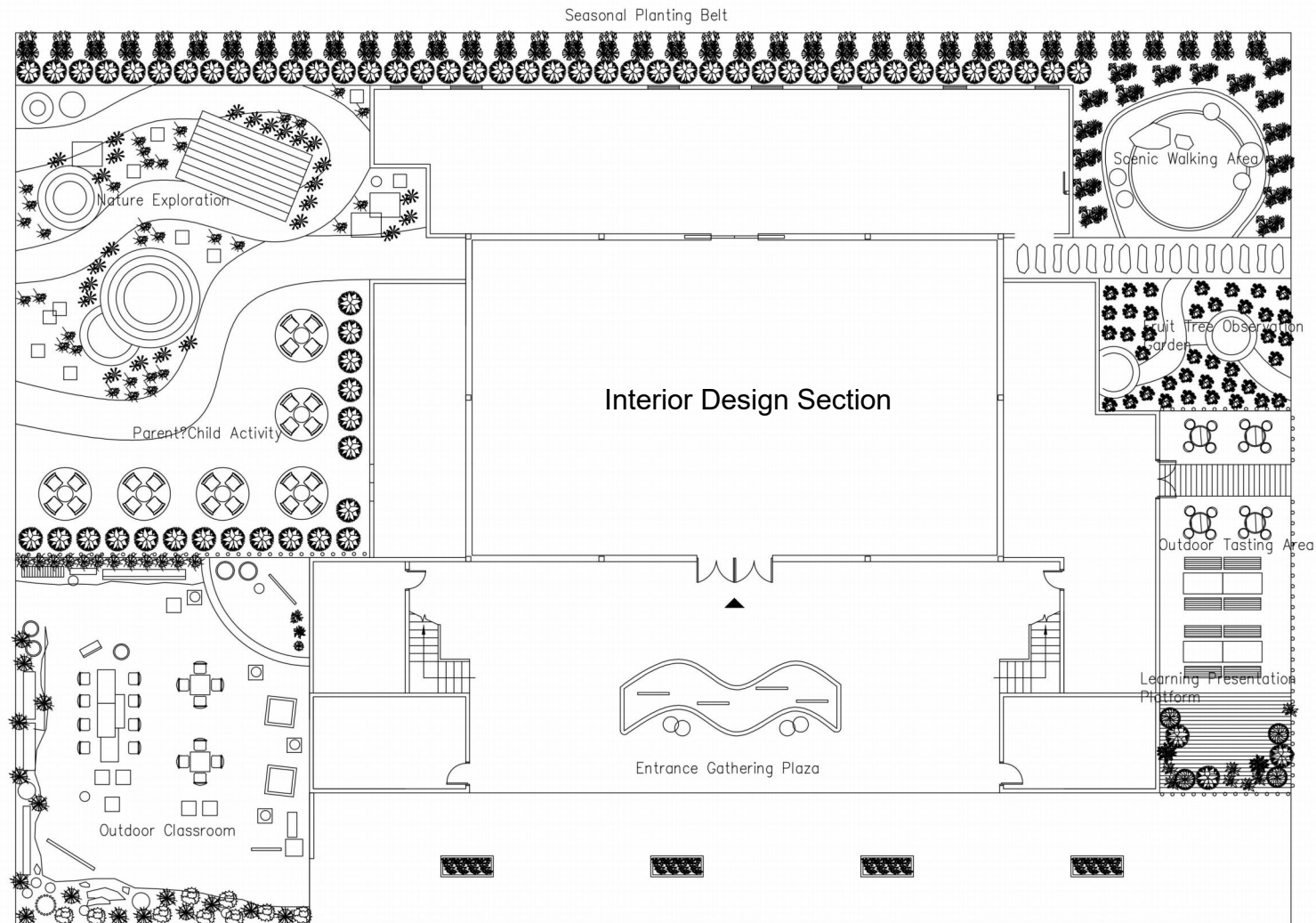
Original Site

The rectangular site measures approximately 48.57 m x 33.93 m, covering about 1,648 m². The main entrance faces south. Indoor spaces occupy the central and northern areas, while the entrance plaza, lawns, and landscape spaces are arranged around the building.



Landscape Design

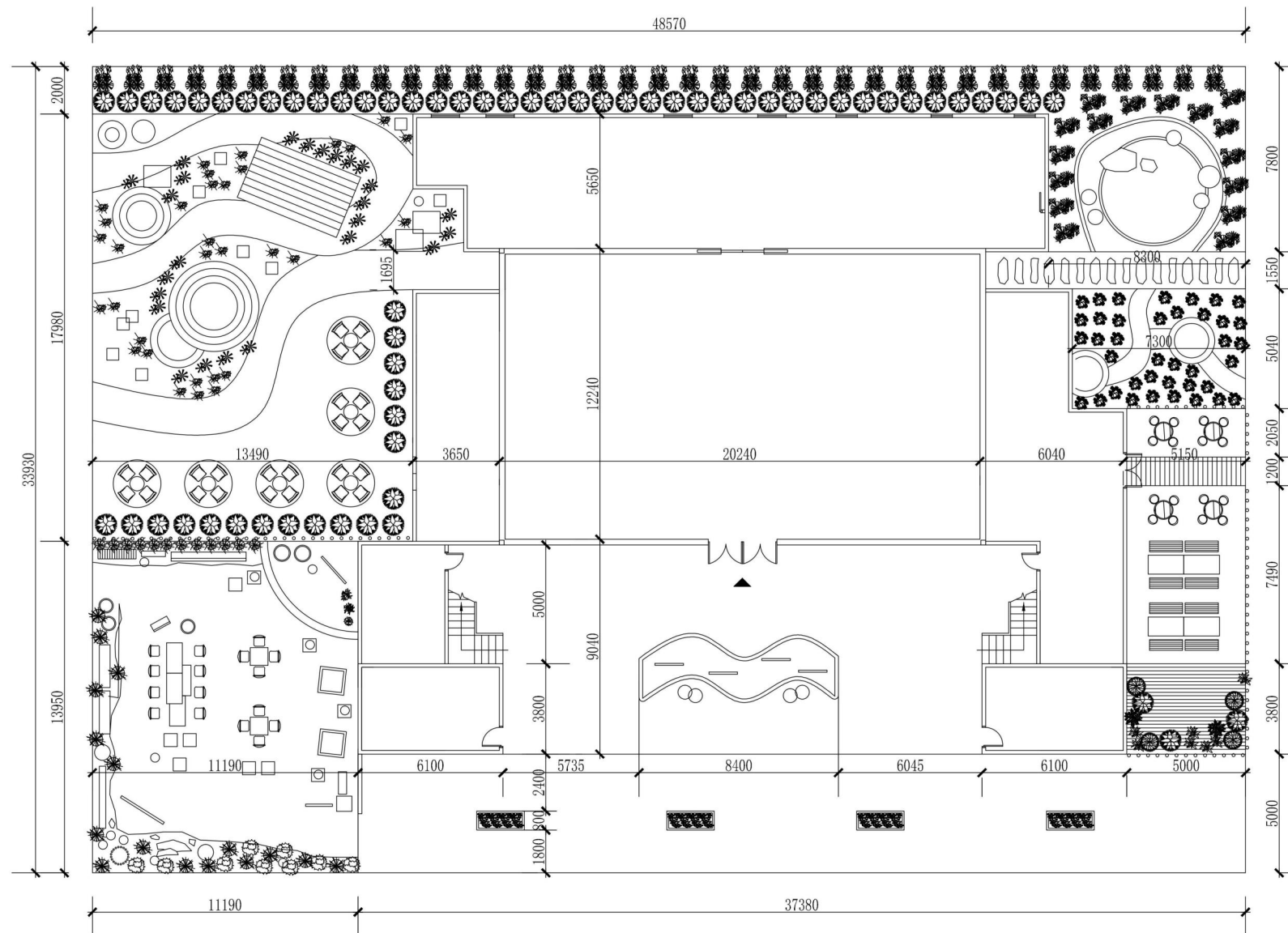
The outdoor landscape extends agricultural learning through gathering, seasonal planting, nature exploration, fruit-tree observation, outdoor teaching, tasting, and sharing.



SITE LANDSCAPE PLAN 1:100

Landscape Dimensions

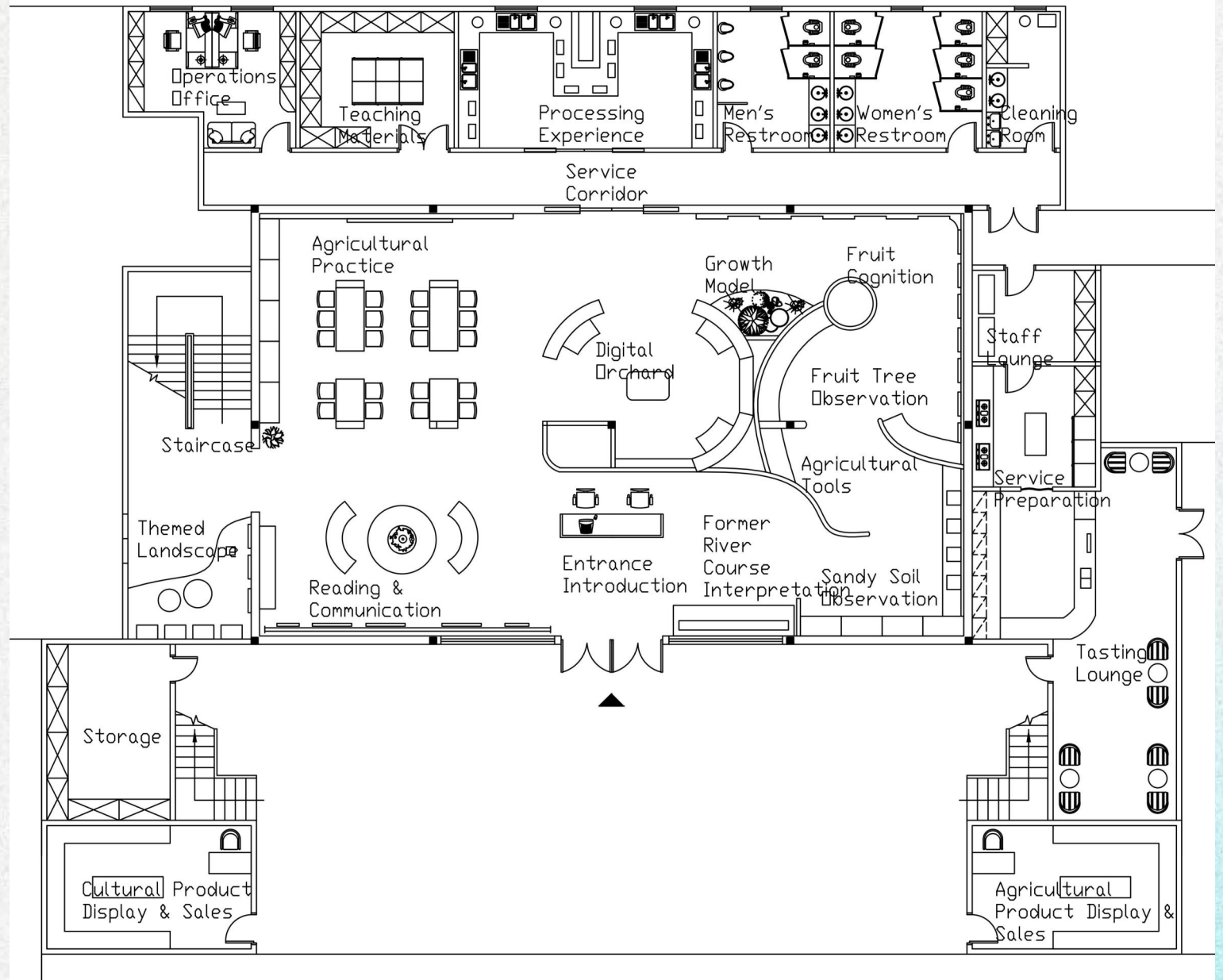
The dimensioned plan defines the site boundary and key landscape areas, clarifying their relationship with the building and circulation.



SITE PLAN DIMENSIONS 1:100

First-Floor Layout

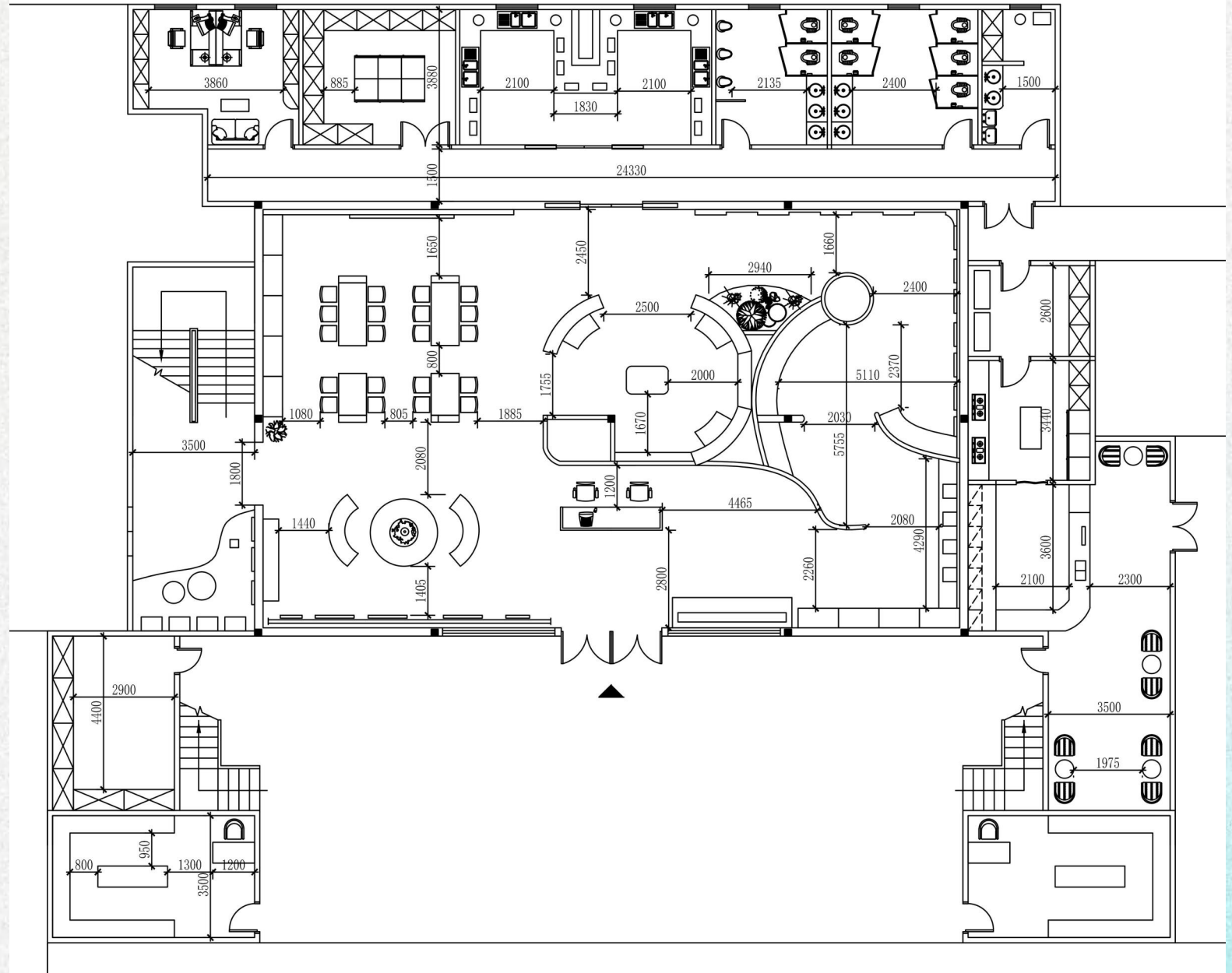
The first floor focuses on agricultural cognition and hands-on experience. The central learning space connects the entrance introduction with the former river course, sandy soil, agricultural tools, fruit-tree growth, digital orchard, and agricultural practice, forming a sequence from local understanding to active participation. Processing, teaching materials, offices, sanitation, storage, tasting, and product display are arranged around the central area to support efficient operation.



FIRST FLOOR PLAN 1:100

First-Floor Dimensions

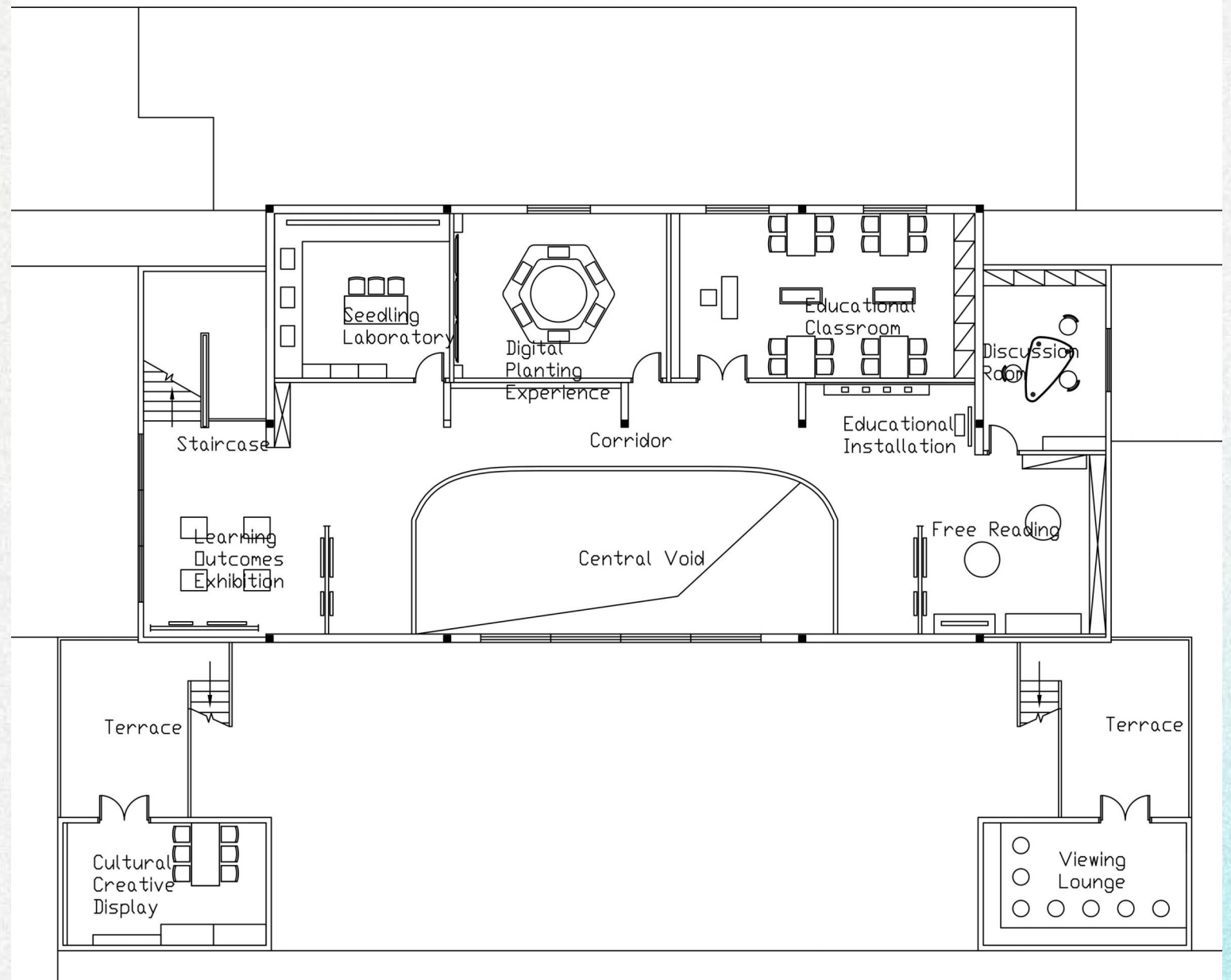
The dimension plan defines the sizes of the main learning spaces, supporting rooms, corridors, and furniture layouts, providing a basis for circulation and detailed design.



FIRST FLOOR DIMENSION PLAN 1:100

Second-Floor Layout

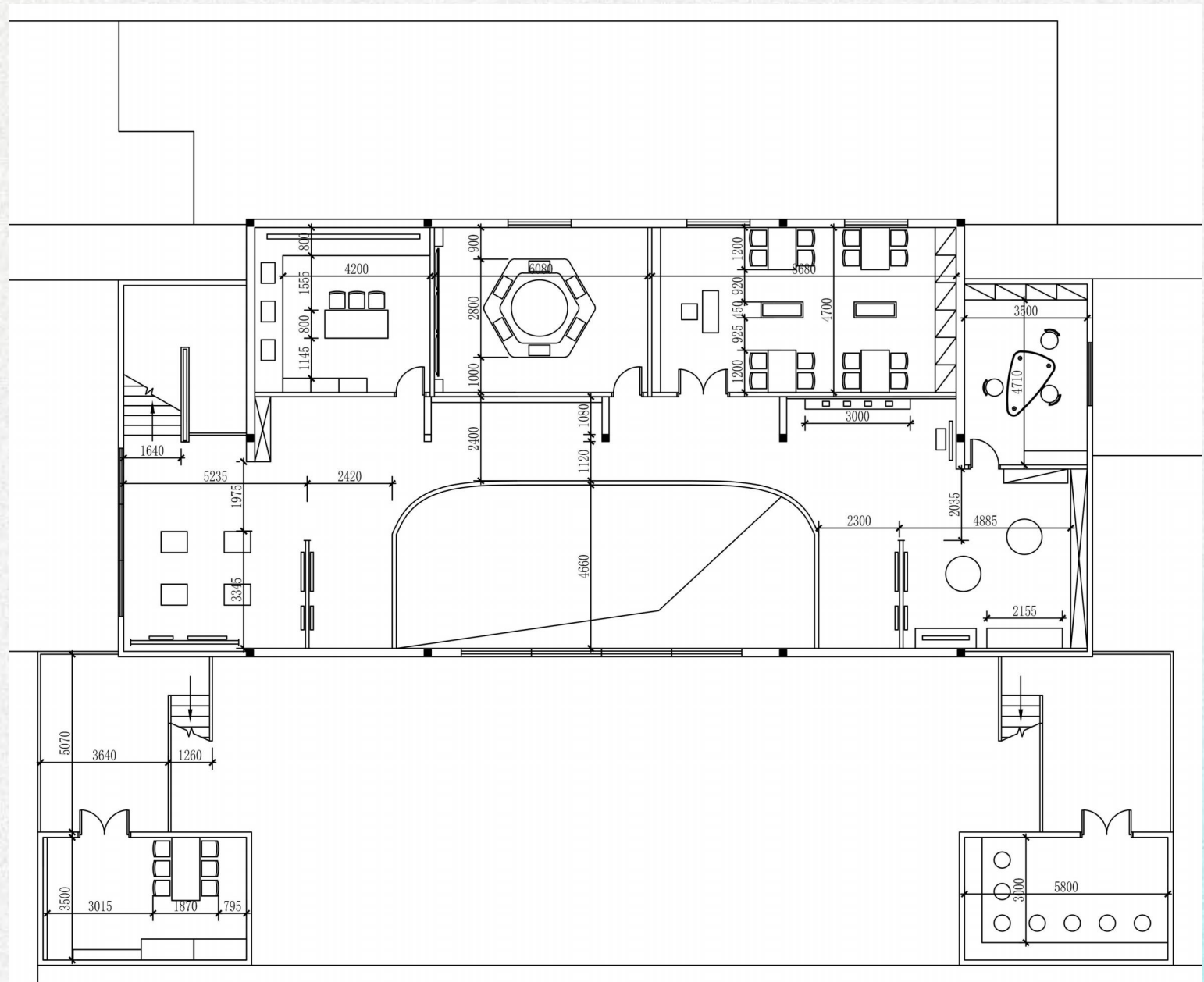
The second floor focuses on reflection, knowledge development, and learning exchange. The seedling laboratory, digital planting experience, classroom, and discussion room support observation, teaching, and group activities. The central void maintains visual connection with the first-floor learning space, while the exhibition, reading area, cultural-creative display, viewing lounge, and terraces provide spaces for presentation, independent learning, and rest.



SECOND FLOOR PLAN 1:100

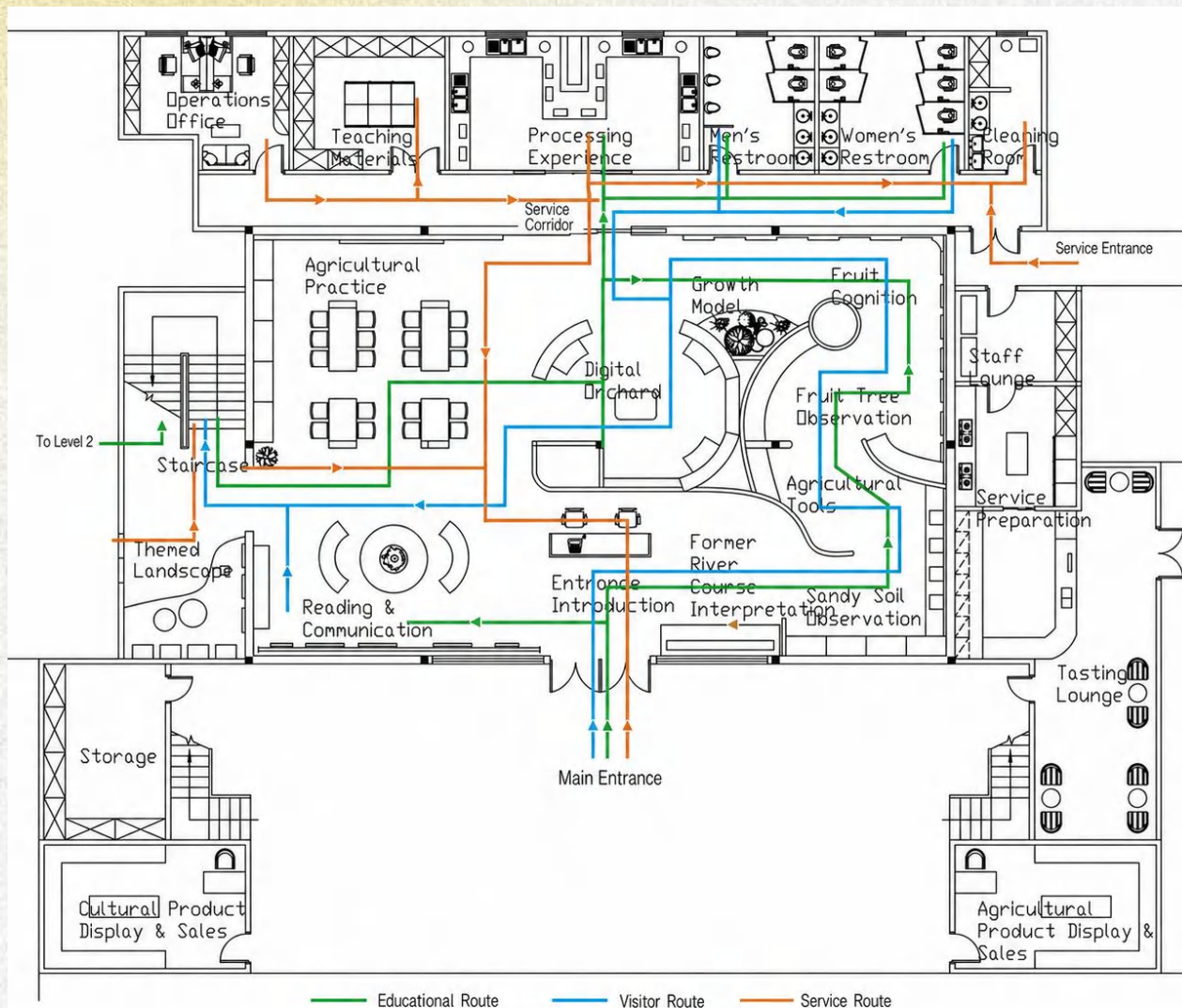
Second-Floor Dimensions

The plan defines the dimensions of the learning spaces, central void, corridors, terraces, and furniture layouts.

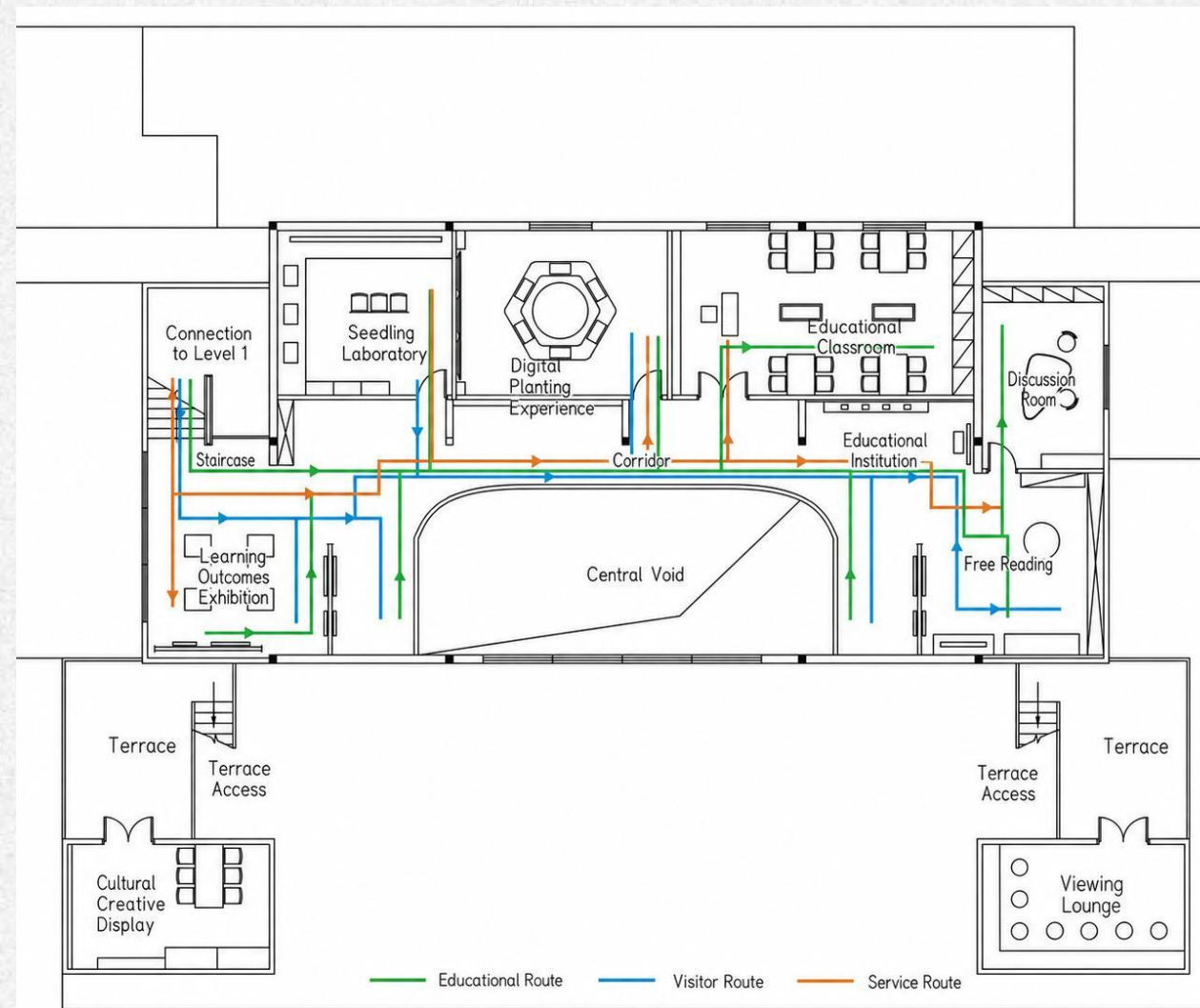


SECOND FLOOR DIMENSION PLAN 1:100

Pedestrian Flow Diagram



FIRST FLOOR PLAN 1:100



SECOND FLOOR PLAN 1:100

Material & Color Analysis

Material



Solid Wood Flooring



Light beige matte floor tiles



Parquet Flooring

Color



The color palette draws inspiration from local nature. Low-saturation earth tones serve as the base, with soft fruit-green and dusty-blue as thematic accents. Gentle and restrained, it matches the natural atmosphere of the agricultural research exhibition hall.

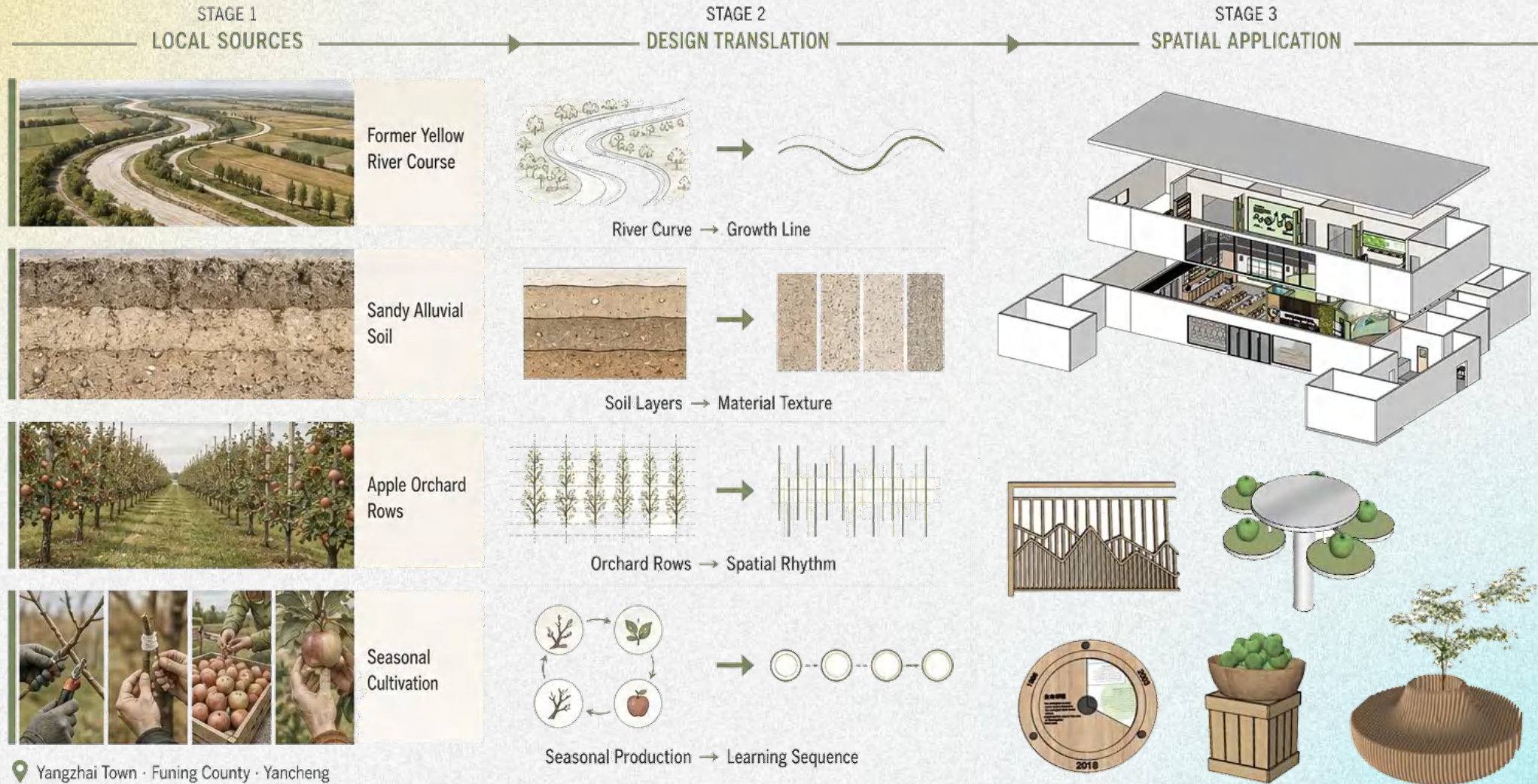


Second Floor



First Floor

Analysis of Local Characteristics



LOCAL ENVIRONMENT



AGRICULTURAL KNOWLEDGE

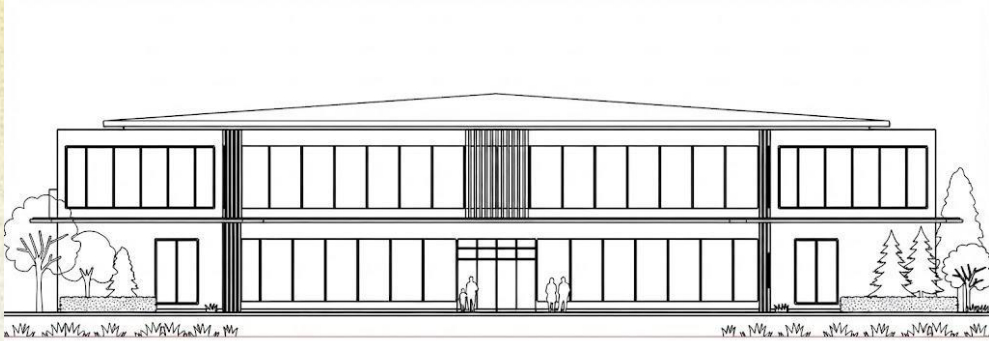


DESIGN LANGUAGE

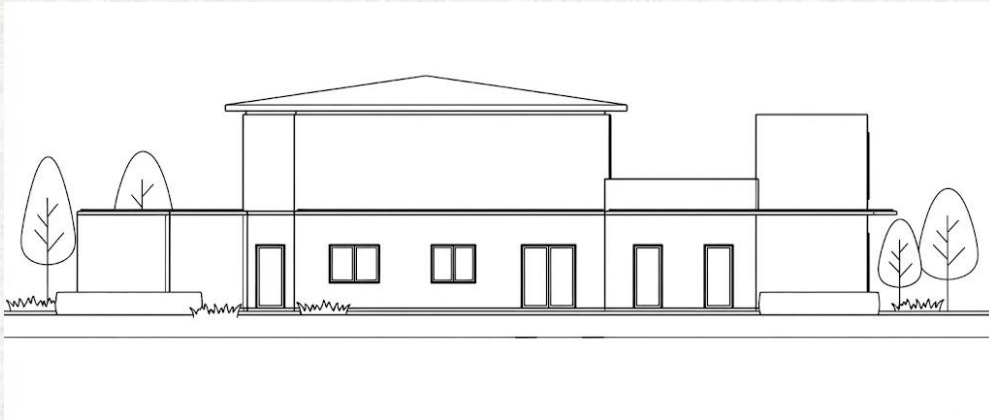


EDUCATIONAL EXPERIENCE

Architectural Renderings



Front elevation of the building



Side view of the building



Landscape Renderings

The apple orchard landscape extends the learning experience into the rural environment through planting, observation and seasonal activities. It connects agricultural production with visitors' outdoor exploration.



Renderings of Outdoor Educational Spaces

The outdoor classroom extends indoor educational activities into the orchard environment, allowing visitors to observe agricultural processes and participate in practical learning.



Rendering of the First Floor



Entrance Introduction

The entrance space introduces the agricultural learning journey through local materials, green elements and educational displays.



Rendering of the First Floor



Reading & Communication

The space provides a flexible area for reading, discussion and informal communication. It combines agricultural knowledge display with comfortable seating to support interaction and reflection during the learning process.



Rendering of the First Floor



Sandy Soil Observation & Agricultural Tools

The space introduces local soil characteristics and agricultural practices through material displays, farming tools and interactive observation. It connects regional resources with agricultural knowledge learning.



Rendering of the First Floor



Fruit Cognition & Digital Orchard

The space transforms fruit growth processes into visual and interactive experiences through growth models, plant observation and digital interpretation.



Rendering of the First Floor



Agricultural Practice

The agricultural practice area supports hands-on activities including planting, processing and experimental learning. Flexible tables allow different educational activities and group experiences.



Rendering of the Second Floor



Learning Outcomes Exhibition

The exhibition space presents learning results and agricultural knowledge through displays of products, experiments and creative works. It completes the transition from experience to knowledge sharing.



Rendering of the Second Floor



Corridor

The corridor connects different learning spaces and creates a continuous educational route between exhibition, practice and communication areas.



Rendering of the Second Floor



Educational Installation & Free Reading

The space combines interactive educational installations with a quiet reading area, providing opportunities for knowledge exploration and personal reflection.



THANK YOU

GRADUATION PORTFOLIO · 2026

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SHEN BINZI